



August 1, 2018

**Ring wants to help reduce crime and increase safety in Bradenton.**

Ring is excited to propose a solution to the Bradenton Police Department to help reduce crime and assist with investigations in your community.

**Program Description**

This program will provide the Bradenton Police Department access to the Ring Neighborhoods platform to communicate with Ring Neighbors and encourage community engagement as we work together to make Bradenton neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real-time crime and safety events in their neighborhood.
- As part of the program, Bradenton Police Department may:
  - Utilize the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
  - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.

**Responsibilities**

**Ring Will:**

- Make the Ring app available to Bradenton Police Department free of charge.
- Donate Ring cameras to Bradenton Police Department or area of Bradenton on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of ten (10) Ring cameras.
- Make the Ring Neighborhoods portal available to Bradenton Police Department, free of charge, including support and training for Bradenton Police Department employees. Work with Bradenton Police Department to obtain Bradenton Police Department data/call logs and publish the relevant incidents in the app based on terms agreed with Bradenton Police Department.

**Bradenton Police Department will:**

- Engage the Bradenton Police Department community with outreach efforts on the platform to encourage adoption of the platform/app.
- Choose how the free Ring cameras should be distributed.
  - Cameras will be donated directly to Bradenton Police Department who will then distribute these cameras to the community as part of its outreach programs.
- Maintain appropriate access controls for Bradenton Police Department personnel to use the Ring Neighborhood Police portal.
- Have the option, but no obligation, to participate in a subsidized camera program.

**Term**

Bradenton Police Department participation in the program shall commence upon Bradenton Police Department acceptance of these program terms. Either party may terminate Bradenton Police Department participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to Bradenton Police Department by September 1, 2018.

**Press Release**

The parties shall agree to a joint press release to be mutually agreed upon by the parties.

**Privacy and Terms of Use**

Ring will not provide any customer personal information, including video footage, to Bradenton Police Department without the prior consent of the owner or a properly issued subpoena or search warrant, as applicable. Bradenton Police Department agrees not to use the Ring Neighborhoods Police Portal other than as expressly authorized by Ring and other than in connection with bona fide Bradenton Police Department business. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all users of the Ring app and Neighborhoods Police Portal.

**Compensation**

At no point, shall either party receive compensation from each other as a result of this program.

**Confidentiality**

Unless otherwise required by law, Bradenton Police Department shall keep the terms of this program confidential.

**About Ring**

Ring is on a mission to reduce crime in neighborhoods. With a Ring Video Doorbell at your door and Security Cameras around the home, you can create a Ring of Security around your entire property and stop crime in its tracks.

Ring Video Doorbells and Security Cameras send you instant alerts on your phone, tablet, and PC whenever motion is detected. Answer the alert, and you can see, hear and speak to people on your property from anywhere. If you catch something suspicious, Ring Neighborhoods also lets you share the videos with neighbors and local law enforcement, so you can all work together to reduce local crime.

RING LLC

Aug 2, 2018

Date

1523 26th Street  
Santa Monica CA 90404

Address

By: Mel Tang (Aug 2, 2018)

Name: Melvin Tang

Title: VP and Secretary

BRADENTON POLICE  
DEPARTMENT

Paul R. McComb  
Program Sponsor

8/1/2018  
Date

Acting Chief of Police  
Title

**Figure 1** (continued)

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